accordance with a reference value corresponding to a temperature of said outer peripheral portion and said estimated temperature value; and

a control device that lowers the luminance of the image as said temperature difference estimate value increases.

2. The display device of claim 1, wherein said temperature estimation device estimates said temperature value in accordance with the temperature of an outer periphery adjacent portion of said display screen adjacent to said peripheral portion.

3. The display device of claim 1, wherein said display comprises:

a first board and a second board whose outer peripheries are joined to each other, a plurality of light emitting elements that form said display screen being interposed between said first board and said second board, and wherein said outer peripheral portion of said display includes a portion between said plurality of light emitting elements positioned in an outermost periphery of said display screen and a joint portion of said first board and said second board.

4. The display device of claim 1, wherein said temperature estimation device integrates data related to said luminance from said video signal and subtracts data corresponding to an amount of dissipated heat from said integrated data, said operation device determining said temperature difference estimate value by subtracting said reference value from said estimated temperature value.

5. The display device of claim 1, wherein said display screen displays the image

on a gray scale, out of a plurality of gray scales, related to said video signal, and wherein said control device lowers the luminance of the image by a same ratio for each of said plurality of gray scales.

26. The display device of claim 21, wherein said reference value comprises a plurality of reference values that differ depending on a position of said outer peripheral portion of said display.

27. The display device of claim 21, further comprising:

a measurement device that measures a temperature of said outer peripheral portion of said display, said measurement device outputting a reference value, corresponding to said measured temperature, to said operation device.

28. A method for controlling a luminance of a display, in which a display screen displays an image having a predetermined luminance corresponding to a video signal, an outer peripheral portion being adjacent to said display screen, the method comprising:

estimating a temperature value corresponding to a temperature of the display screen from the video signal;

estimating a temperature difference value using a reference value that corresponds to a temperature of the outer peripheral portion and the estimated temperature value; and

lowering the luminance of the image as the estimated temperature difference value increases.---